I urge you NOT to allow cell phone use on planes beyond what is already permitted. Flying is a difficult enough proposition these days and people are impatient and short-tempered with waiting in lines, inappropriate baggage expectations, delays, etc. There is no reason that anyone needs to be able to use their cell phone while a flight is en route with the exception of a 9/11 type scenario, and I assume people would at that point logically disregard the rules.